



2013 NLC FBLA ENTREPRENEURSHIP FINAL CASE STUDY

PARTICIPANT INSTRUCTIONS

1. You have 20 minutes to review the case.
2. Presentation time is seven minutes. At six minutes the timekeeper will stand and hold up a colored card indicating one minute is left and at seven minutes the timekeeper will stand and hold up a colored card indicating time is up.
3. You work as entrepreneur consultants. The presentation is interactive with the judges who will ask questions throughout the presentations. The judges will play the role of Tracy, a person who is considering operating a restaurant franchise after a thirty-year teaching career.
4. Each team member will be given two note cards.
5. Cover all the points described in the case and be prepared to answer questions posed by the judges.
6. All team members must participate in the presentation as well as answer the questions.

PERFORMANCE INDICATORS

- Explain the pros and cons of operating a business as a franchisee
- Describe the SWOT Analysis for making important business decisions
- Describe economic resources available to entrepreneurs
- Demonstrate a customer service attitude
- Incorporate problem-solving strategies for different business challenges

CASE STUDY SITUATION

Tracy (judge) has successfully taught high school and college business and marketing classes for thirty years. Jesse owns two highly successful franchise restaurants that had gross annual sales of \$14 million. The restaurant franchise is noted for its high quality chicken and a creative and memorable national marketing campaign. The financial track record for the restaurant is outstanding. Jesse informs Tracy that the restaurant franchise will be now locating in Tracy's home state and he encourages Tracy to apply to be a franchisee. Jesse is good friends with the original founder of the franchise. The franchise requires applicants to first fill out an interest application and then a long application if they make it past round one. There are nearly 20,000 individuals applying for twenty new franchises so the application process is highly competitive. The franchise only accepts applications from individuals and not partners. Individuals who are chosen to be franchisee operators are required to participate in extensive training from the corporate headquarters.

Tracy is excited and hesitant about applying to become a franchisee for the popular restaurant. Several reasons for hesitation include **no** experience in the restaurant industry and the requirement to move back to his home state where Tracy owns a second townhome. Tracy has successfully taught thousands of students and supervised high school co-op programs where many of the students worked at restaurants.

Tracy has called upon your team to present a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis to help him make a decision about applying for the popular restaurant franchise.

THINGS TO CONSIDER

- Tracy has never worked in a restaurant.
- Tracy has networked with numerous entrepreneurs who hired his co-op students.
- Tracy has a work ethic that is exceptional. He takes great pride in all of his endeavors.



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FINAL CASE STUDY
JUDGES' NOTES**

JUDGING THE PRESENTATION

1. This is a role-playing event with one judge serving as Tracy, an individual who has the opportunity to apply to operate a successful restaurant franchise.
2. This is a team event.
3. Review the Judges' Instructions and the Case Study Situation.
4. After the introductions, you should begin the meeting by welcoming the team members. The team members will then begin their dialogue with Tracy (judges).
5. This is an interactive problem, so treat the presentation as a conversation. Each of the members of the team should respond to at least one question or issue. At six minutes the timekeeper will stand and at seven minutes the timekeeper will stand and hold up a colored card indicating time is up.
6. You will close the event by thanking the participants for their input and recommendations. The participants will hand in their note cards before leaving.
7. Complete the rating sheet.

JUDGES' INSTRUCTIONS

In this performance, you will assume the role of Tracy. Tracy (judge) has successfully taught high school and college business and marketing classes for thirty years. Jesse owns two highly successful franchise restaurants that had gross annual sales of \$14 million. The restaurant franchise is noted for its high quality chicken and a creative and memorable national marketing campaign. The financial track record for the restaurant is outstanding. Jesse informs Tracy (you) that the restaurant franchise will be now locating in your home state and he encourages you to apply to be a franchisee. Jesse is good friends with the original founder of the franchise. The franchise requires applicants to first fill out an interest application and then a long application if they make it past round one. There are nearly 20,000 individuals applying for twenty new franchises so the application process is highly competitive. The franchise only accepts applications from individuals and not partners. Individuals who are chosen to be franchisee operators are required to participate in extensive training from the corporate headquarters.

You are excited and hesitant about applying to become a franchisee for the popular restaurant. Several reasons for hesitation include **no** experience in the restaurant

industry and the requirement to move back to your home state where you own a second townhome. You have successfully taught thousands of students and supervised high school co-p programs where many of the students worked at restaurants.

The student team should explain a SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis to help you decide whether you will/will **not** apply to be a franchisee. The presentation should convince you to make a decision regarding this franchise opportunity.

During the role-play performance, feel free to ask any of the following questions:

1. What is the advantage of operating as a franchisee instead of a sole proprietorship?
2. What are the advantages associated with operating a franchise?
3. What are the disadvantages associated with operating a franchise?
4. What adjustments will I need to make changing from teaching to operating a franchise restaurant?
5. What are the threats associated with operating this form of business?
6. Why should Tracy sit down with his family before deciding for/against the restaurant franchise opportunity?

There is no right or wrong answer to the event. However, if a team event, the ability of the team members to work together to come to a consensus, based on the facts provided (and those that you care to add) should be the basis for the score. The individual or team should present its suggestions with clarity and conviction.

Feel free to enhance the story as much as you want, but if you enhance it for one, make sure you enhance it for all the groups.